

Other Hot Drinks in China

Market Direction | 2023-01-17 | 21 pages | Euromonitor

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Report description:

In 2022, other plant-based hot drinks is expected to be the only category within other hot drinks to maintain growth in both retail volume and current value terms. A significant driver of growth in this category has been cereal hot drinks, including the leading brands in this segment, Seamild and Quaker. Their above-average performances indicate that consumers' breakfast diet is gradually changing from the traditional steamed buns and dumplings, with these being high glycaemic foods, towards low...

Euromonitor International's Other Hot Drinks in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Other Hot Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Other Hot Drinks in China
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List Of Contents And Tables

OTHER HOT DRINKS IN CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Other plant-based hot drinks maintains growth due to breakfast consumption
Chocolate-based flavoured powder drinks declines, driven by the sugar reduction trend
Chocolate hot drinks manufacturer Ovaltine goes through a big change in 2022

PROSPECTS AND OPPORTUNITIES

Reduced sugar and sugar-free variants will emerge notably in other hot drinks
Other hot drinks expected to continue its declining trend in foodservice in China

CATEGORY DATA

Table 1 Retail Sales of Other Hot Drinks by Category: Volume 2017-2022
Table 2 Retail Sales of Other Hot Drinks by Category: Value 2017-2022
Table 3 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2017-2022
Table 4 Retail Sales of Other Hot Drinks by Category: % Value Growth 2017-2022
Table 5 NBO Company Shares of Other Hot Drinks: % Retail Value 2018-2022
Table 6 LBN Brand Shares of Other Hot Drinks: % Retail Value 2019-2022
Table 7 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2022-2027
Table 8 Forecast Retail Sales of Other Hot Drinks by Category: Value 2022-2027
Table 9 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2022-2027
Table 10 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2022-2027

HOT DRINKS IN CHINA

EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for hot drinks?

MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022
Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022
Table 13 Retail Sales of Hot Drinks by Category: Volume 2017-2022
Table 14 Retail Sales of Hot Drinks by Category: Value 2017-2022
Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022
Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022
Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022
Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022
Table 19 Total Sales of Hot Drinks by Category: Total Volume 2017-2022
Table 20 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022
Table 21 □NBO Company Shares of Hot Drinks: % Retail Value 2018-2022

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Table 22 ☐LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022
Table 23 ☐Retail Distribution of Hot Drinks by Format: % Volume 2017-2022
Table 24 ☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2022
Table 25 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027
Table 26 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027
Table 27 ☐Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027
Table 28 ☐Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027
Table 29 ☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027
Table 30 ☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027
Table 31 ☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027
Table 32 ☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027
Table 33 ☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027
Table 34 ☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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